

Welcome to Taboo

The start of spring heralds the change from boots to peeps or steeps, so it's apt that we profile Glamazon Shoes. Mira Smoljko gives us insight into her DIY PR efforts to get the word out there about shoes for women with size 13-15 feet!

Chloe Flynn of Channel 7's the Morning Show tells us what we like to see on the show...and whilst its 'news gossip and lifestyle', how do we get her attention? Read on.

Are you one of the many businesses with Twitterphobia? Our survey tells us that many of you are, so we're sharing some tips on how to make the most of the twittersphere. And of course, there's lots more...

Yours in the media
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Time in lieu: 2 minutes with... Chloe Flynn, supervising producer, The Morning Show, Channel 7

What sets The Morning Show apart from other morning television programs?

We're creative, cheeky, camp, and do everything with a twist of the unexpected. We also look for the story behind the story – to paraphrase the great quote about 60 Minutes, "don't cover the Great Flood, interview Noah".

What are your viewers interested in? News, gossip and lifestyle. They want stories relevant to them, but they also want a fair dose of escapism. They certainly don't want to be dictated to, or made to feel guilty about their lives.

The three things I look for in a story are...

Relevance (why do I care?), the promo line (how do I 'sell' this to my viewers?) and a strong visual (we're a picture-based medium – talking heads need not apply)

If you want to pitch me a story idea...Make it snappy. I have a very short attention span!

People always say I am... Harsh but fair.

What's the best part of your job? What isn't?! There is nothing like the thrill of making live television. We infiltrate living rooms around the country – that's a pretty big privilege.

My guilty pleasure is...Trashy reality shows.

The entrepreneur in me wishes...That I got into blogging before every man and his dog started doing it. Paid to sit in your PJs and write general musings about the world... Now THAT'S a job!

If you're doing a television interview don't ...Bastardise your product by turning it into an infomercial. Publicists – and some talent – often think answering every question in reference to whatever you're trying



to spruik is great marketing. In reality, people just switch off. Listen to the producer – we do this for a living. We know what works and what doesn't.

The best piece of advice given to me by my mum is... 'Doing your best' is only good enough if it's better than everyone else's best.

Glamazon Shoes – size matters

Mira Smoljko of Glamazon Shoes shares here DIY PR efforts

What's special about Glamazon Shoes? Glamazon Shoes specialises in beautiful, fashionable and affordable shoes for women and girls who are at least a size 13, and with a range up to size 15.

What is your secret to getting your business in the media? Do you have any PR experience? No, absolutely no experience in PR whatsoever! I think the keys are finding interesting angles, persistence in sending out releases and follow-up wherever possible.

How much time do you invest in DIY PR? Are the results worth it? Currently I'm only working on PR a couple of hours per month but would dearly love to increase that as I've seen just how rewarding a good result can be.



What impact does editorial about Glamazon Shoes have on your business? Does it drive sales? How does it help your business? Editorial (in the right publication) will always have more weight associated with it than paid advertising. People don't tend to view editorial as advertising, regardless of whether it was paid for or not, whereas advertisements often tend to be glossed over unless you're promoting a seriously good offer.

I was fortunate enough to score a photo and few lines in the *Herald-Sun* about a month after opening my doors and the response was phenomenal on all levels – sales, shop traffic, website visits. There were glamazons coming through the doors every day, all week. I actually sold out of some sizes and styles in those weeks. The exposure gave my business a fantastic boost and I still get women coming in and referring to that article. Women are great at filing it away for future reference and will come in when they have the opportunity or need. The publicity also had a flow-on effect to larger shoe suppliers, a couple of whom contacted me afterwards.

What's in your DIY PR tool-kit? My media lists are the core of my toolkit and I'm always adding emails or phone numbers as I come across them. I also follow-up and thank any journalist who has given the business some publicity, no matter if it's a line or an article. Courtesy and respect go a long way.

What sort of story angles do you pitch to the media? Snappy stories aimed at grabbing their attention. For example, I did one where the headline referred to the pitfalls of being a size 10. The ambiguity of such a line (ie. people tend to think clothes rather than shoes) is hopefully enough to garner their attention for a few seconds and get them to read the first paragraph at least.

If you could have one thing to make your DIY PR effort easier, what would that be? Up-to-date lists.

What advice would you give to other small business owners thinking about hiring a PR agency?

Think very, very carefully before committing such a huge amount of money. We lost a large amount of money to very dodgy operators in the first few months of the business. A lot of 'razzle dazzle' was promised, and in the end nothing was delivered. It's very easy to get swept up in the glamour of the planned PR activities – a launch here, a photography shoot there but will you get the return for the money you spend? It's very expensive and if you're in start-up mode with your business, it can swallow up vital funds. Can you do some of the activities yourself? If you're able, then why not write the press releases yourself? If writing is not your strong point, then perhaps outsource this part, and then do the emailing and follow-up yourself. It will save you a fortune.

Do you have any exciting news that you'd like to share? Our spring/summer range is due in store and online in September. It's always exciting to see the new colours and styles for the upcoming season.

QUICK TIP from food media guru!

"Note to PRs: If the restaurant you're promoting has a Twitter feed, mention it in the release with all the other contact details..." says Melbourne Editor of Taste (Herald Sun), Zoe Skewes. Follow her on Twitter @HeraldSunFood



Survey Results:

Small business use of social media –do you have twitterphobia?

PR Guru exhibited at *Small Business BIG Marketing*, and *My Business Expo* in Melbourne last month, and surveyed over 100 small businesses.

The result - a staggering 60% of respondents are using Facebook for their business but only 31% are using Twitter. Twitter is emerging as one of the more effective online business tools. Not only does it allow you to monitor and participate in conversations about your brand, provide information about your products and services and allows you to follow hundreds of journalists, it also helps you generate some highly effective PR. The best part is, it's free!



Here are some tips to make the most of the Twitterverse...

- People would rather follow PRGuruJulie than PRGuru so remember to make your news from yourself as the business owner.
- Promote your social media links in your email signature, your website, your blog and your press releases. You can also allow Twitter to scan your email accounts to find your existing contacts/clients, so you can follow them and hopefully they'll follow you back.
- Follow journalists who cover your space - you can find out what's top of mind for them and comment when appropriate, or react quickly with a relevant pitch/press release.
- Twitter is great for announcing "small wins" that aren't worthy of press releases, but are interesting all the same.
- Track twitter mentions of your business through various services including tweetdeck.com, tweetscan.com or quotably.com – all freely available!

And remember, your tweets are more or less public, and cannot be undone, so exercise some basic caution about what you want 'on the record'.

Media debuts and departures

While men's magazines Ralph, Alpha and Sport have shut up shop, Maxim Magazine Australia (editor Santi Pintado), and Smith Journal, a bi-annual from the Frankie stable, with Rick Bannister editor at large, launched in the last month.

Stephanie Yip has resigned from children's magazine DMAG, Dominic Bayley becomes Editor of MANIA and DMAG and Louise Meers, Deputy Editor.



Pacific Magazines is targeting pregnant women with a new one shot magazine titled Women's Health Bump, an extension of Women's Health.

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